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Date: 7/23/2017 2:41:49 PM
Subject: Tomorrow's event
Attachments: 072517 Fed Up Announcement.pdf
072517 RELEASE -- Fed Up Final.docx

A quick final update on tomorrow's event.

- Remember, location is 170 N. Main, the old state building. We'll be in the lobby on the NW corner.
- Time is 10am.
- The media alert go out at 7am tomorrow.
- The news release will be handed out at the event and sent to our media list sometime afterward.
- We'll be working the social media on Mayor Strickland's accounts in real-time. Looking to stream it on Facebook Live and tweet highlights. (We will resist the easy urge to have a hashtag.)
- We'll do a program in the following order: Strickland-Laurenzi-Weirich-Rallings-Bonner. Q&A will be done off-podium in group/1-on-1 setting; I will make this clear to arriving media and mayor will say that before he speaks.
- I've attached the mayor's draft talking points and the final draft of the news release.
- I've arranged parking at City Hall garage for Bill Gibbons, Steven Reid, Howard Robertson, Mark Norris. (Please let me know if I need to do more.)

Any questions, please email me back or call me at the number below.

City of Memphis
Mobile: 901.302.0652

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